

# WILLARD, HUB CITY OF SOUTHEASTERN NEW MEXICO

## OPENING OF BELEN CUT-OFF WILL GIVE VALLEY TOWN THE BEST FACILITIES IN NEW MEXICO

Wholesale Business Already Started There and All Lines of Trade Are Prospering--Rich Farming Country Surrounding Raises Bounteous Crops and the Water Supply is Pure and Abundant--Settlers Are Making Permanent Improvements of the Best Sort on Their Farms and Can Be Counted Upon as Lifelong Residents.

Willard Is Growing Rapidly and It Can Safely Be Forecasted

That a Large Population in a Few Years Is Assured--People Are Active, Energetic and Real Town Builders--Interesting Nature of the Surrounding Country With Its Many Relics of Early Settlement Add to the Charm of a Visit There.

According to announcement made by the Atchison, Topeka and Santa Fe railroad company, a new era is about to be inaugurated in the history of New Mexico with the establishment of through train service between the cities of Albuquerque and Roswell. This action which is predicted for some date between the present and the first of next January is fraught with great importance to the entire southeastern portion of the territory and no stranger to the fact that the required to force for that locality one of the most remarkable developments both in population and resource which have so far been incident upon the opening of new lines of communication. Additional reason for optimism is found in the combination of circumstances presented by the general conditions which the times afford and under which we find an ever increasing tide of settlers seeking locations in the southwest with a consequent decrease in the area of tillable land obtainable. The opening of the new line passing as it does, with its connections through hundreds of miles of arable soil in the territory cannot fail to spell opportunity to thousands of these pioneers who will readily see for themselves that southeastern New Mexico is in condition to develop the goods and that for the homeseeker of energy and determination with a minimum of capital, there is ample reward in store.

A glance at the map of the territory through which the line passes will reveal to the observer a chain of valleys and plains several of which contain large areas of agricultural land, much remaining untaken and all of which must in the course of a short time become the scene of pastoral activity. By far the most important of these centers is found in the fertile Estancia Valley, which Willard, the HUB CITY, is on the new line, at its junction with the Santa Fe Central railroad. Here within a period but slightly in excess of two years has grown up a bustling city of 700 inhabitants, with large wholesale and retail establishments, hotels, two railroad stations and many of the accessories of comfort and convenience, while into the surrounding valley have flocked from all portions of the United States and Europe a population conservatively estimated at 10,000 people, attracted by exceptional climatic conditions surrounded on all sides by a soil of peculiar fertility, with an unlimited supply of pure water found but a short distance from the town and with the most complete railroad facilities in the territory, it is destined to become the principal shipping point in southeastern New Mexico and consequently one of the most important towns in the commonwealth.

### HISTORY OF WILLARD.

The history of Willard began with the completion of the Santa Fe Central railroad and the initiation of construction of the Atchison, Topeka and Santa Fe branch from Texico, New Mexico, to Rio Perca, New Mexico, more familiarly known as the Belen cut-off the purpose of which is to reduce the running time between Chicago and the Pacific coast and to afford direct communication for the company between San Francisco and the Gulf of Mexico. The first buildings on the ground were erected between three and four years ago and consisted of a group of temporary wooden shacks designed to meet the needs of a railroad camp. The rapid influx of settlers to the Estancia Valley, however, and the success with which they met in their agricultural pursuits soon brought about the establishment of several important business enterprises and the city of Willard as we find it today is not only the product of newly created transportation facilities, but in a large degree the result of a constantly increasing farming development.

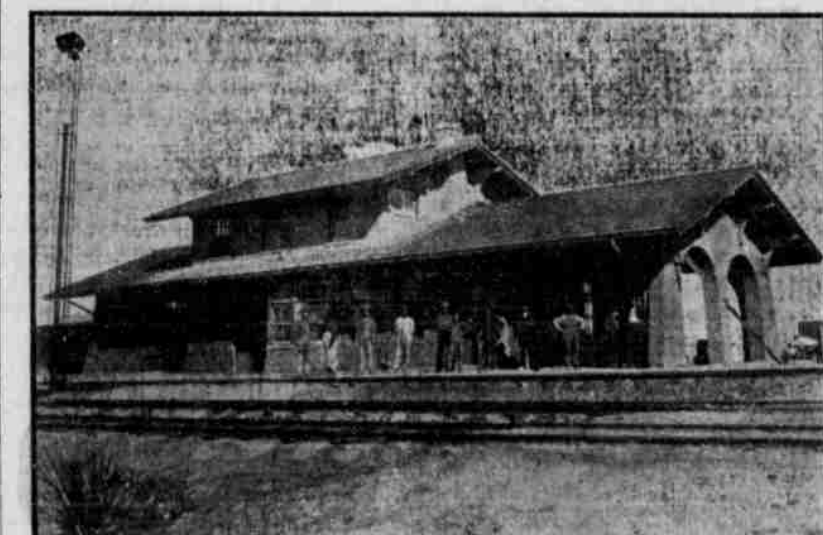
### LOCATION AND CLIMATE.

The town is located in the central and southern part of the valley on a level plain which stretches at this point for a distance of thirty miles east and west and for nearly sixty miles from north to south and which contains an area of more than 1,000 square miles. The barometer at Willard shows an elevation of about 6,000 feet which taken in connection with the fact that the valley is entirely surrounded by mountains and mesas accounts for the favorable climatic conditions which prevail. For the health-seeker from lower climates in search of pure, clear mountain air and the stimulation and exhilaration of higher altitudes the climate and conditions here offer unusual opportunities and many of those who have already availed themselves of them testify to their efficacy in both directions. The elevation of the Estancia Valley insures against the unbearable heat of summer and the surrounding mountains furnish an effective protection from the extremities of winter and while here as elsewhere the thermometer occasionally registers what

what would be known in the East as high and low temperatures the duration of these periods is so slight as to entitle the climate to the appellation of ideal.

### SOIL AND WATER.

While in the immediate vicinity of Willard the soil is sandy insuring for the town itself a desirable degree of dryness and freedom from continued muddy conditions in time of rain precisely the opposite obtains at a distance of but one mile from the city, where stretching for leagues on the north, east and west a rich chocolate loam is encountered, from which when combined with the unlimited supply of water which underlies the entire Estancia Valley at a distance of from four to one hundred and fifty feet, has produced some remarkable specimens in both the vegetable and animal line. Both the soil and water are contributions which the mountains surrounding the valley have been making for centuries toward the prosperity which has at last overtaken it. The entire plain bearing the same relation to the encircling hills as the bottom of a cup does to its sides. Corn has been raised near Willard with a yield of 52 bushels to the acre and winter wheat sown broadcast on the soil and plowed under produced 18 bushels. Sugar beets 9 inches in diameter, turnips 14 inches in circumference, tomatoes 5 inches in diameter, potatoes weighing a pound and nine ounces, cabbages, onions, melons, beans and beautiful crops of cane have all been raised. The products of which the valley boasts and specimens of which are freely exhibited at all points throughout the



Depot of the Eastern Railway of New Mexico at Willard, Built of Concrete With 12-Inch Walls and Roof of Tile. Cost \$100,000.

tancia plain. Nor is this all upon which the new town depends for its support and future, for on the south of Willard at a distance of five miles there is an immense area of mesa which stretches away for miles to the foot of the beautiful Federal mountain range, the slopes of which are broken with numerous fresh water lakes and covered with a rich pasture of grama, the most nutritious of grasses and from which is shipped from east to west, giving access to all points in Texas and with the ports of the Gulf. In the west is reached an unbroken line to Los Angeles, San Francisco and the intervening towns on the Pacific coast. At Belen, 50 miles distant it crosses the Rio Grande division reaching from El Paso, Texas, on the south to Denver on the north. The combined station and baggage room which it has erected here is one of the most complete on the line and is constructed of solid concrete, with walls 12 inches in thickness and attractive roof of red tile. The interior finish is of English oak with ebony tops and it contains on the second floor living rooms for the agent. Beside this the company has constructed spacious yards, a two stall engine house and a pumping plant in the town. This latter is the most important on the new line, consisting of numerous large tanks and

### ACCESS AND FACILITIES.

While at the opening of this article much has been said about the railroads tributary to Willard a more definite description of its facilities in that important direction will be in order here. The town is accessible from all points through two competing lines which are under distinctly different influence and management. The Atchison, Topeka and Santa Fe, a cut of whose new depot we are fortunate to be able to produce with this issue divides the valley from east to west, giving access to all points in the north, east, south and west. It connects at Texico on the east with the main line to Chicago and through the Peoria valley lines to all points in Texas and with the ports of the Gulf. In the west is reached an unbroken line to Los Angeles, San Francisco and the intervening towns on the Pacific coast. At Belen, 50 miles distant it crosses the Rio Grande division reaching from El Paso, Texas, on the south to Denver on the north. The combined station and baggage room which it has erected here is one of the most complete on the line and is constructed of solid concrete, with walls 12 inches in thickness and attractive roof of red tile. The interior finish is of English oak with ebony tops and it contains on the second floor living rooms for the agent. Beside this the company has constructed spacious yards, a two stall engine house and a pumping plant in the town. This latter is the most important on the new line, consisting of numerous large tanks and

Retail Store of the Willard Mercantile Company, Whose Total Investment in Buildings and Stock Approximates \$100,000.

at Willard under the title of The Torrance County Savings bank. In personnel the company is an unusually strong one, its directorate containing the names of some of the territory's ablest and most trustworthy men. H. B. Jones is its president, Duncan McGillivray, vice president, and E. P. Davies, cashier. The directors are H. B. Jones, Duncan McGillivray, John Becker, John W. Corbett and A. B. McDonald. L. E. Hanlon, secretary of the board of trade, serves as teller and has charge of the books. At the expiration of the first year, on July 25th last, the institution was able to show total resources of \$96,193.59, which is certainly a creditable growth. The capital stock is \$15,000, and the deposits were \$81,193.59. Mr. Davies, upon whom the actual management falls, is a public spirited man. He has put in some hard licks for the town whenever opportunity offered itself and his work in this direction, together with the close attention he has given the business is reflected in the success which the bank has achieved. The institution owns its own building specially constructed of brick for the purpose.

### BUSINESS STATISTICS.

Willard has already started on its career as a wholesale center, each of three general stores being to a greater or less extent engaged in the distributing trade. On one day recently the rail shipments of general merchandise to points within the town zone aggregated four carloads besides an extensive wagon output. One concern, the Willard Mercantile company, a cut of whose retail building accompanies this article, has an investment in plant and stock of \$100,000.00, and its business has already reached large proportions. Its plant covers one entire block and a portion of another, the buildings consisting of a brick and iron retail store and office building with plate glass front, a spacious wholesale house of iron construction, a large way and warehouse, a modern smaller building used as a general storehouse, and it now has under way plans for another building, the excavating work for which has been started. The stone for which is already on the ground. B. S. Jackson is the manager of the corporation whose stockholders are all well known men of the territory.

Another concern engaged both in wholesaling and retailing is that of W. A. Dunlavy. Mr. Dunlavy is one of the pioneers of the valley and has shown a belief in the permanence of conditions in Willard by an investment of \$30,000 in stock and buildings in the town his trade showing a continual increase in volume from month to month. Alfred L. Mefferd, who came here two years ago is the third member of a trio of general merchandise dealers in Willard who from a small beginning has expanded his business to important proportions and whose success is one of the object lessons of the town.

Beside the general stores mentioned in the foregoing paragraphs, Willard has a number of other establishments, two stores, five restaurants, two rooming houses, each of which serves meals, six real estate and insurance agencies, a drug store, the proprietor of which is Dr. W. A. Wilson, the first established physician in Willard. The constant activity in real estate has brought to the town two civil engineers, the most prominent of whom is John W. Corbett, one of the valley's first settlers and most public spirited men and who conducts an office here together with the building of a new residence. The Estancia valley real estate men.

### CHURCHES AND SCHOOLS.

As yet no actual construction of churches has begun in the town but preparations have been made toward the establishment of religious institutions which now hold services in a school house and will as soon as the board of trade building is complete make their headquarters there. These bodies represent the Catholic, Methodist, Christian and Baptist denominations and the Catholics promise to be first in the field with a new building. For this purpose it is said that they have already raised the tidy sum of \$2,500 and that construction is to begin in the spring. It is also thought that the Methodists will be long make a determined effort to bring about the erection of a church home. The public school at Willard has the reputation of being one of the best equipped in the county, its building being of ample proportions and furnished with all the accessories for thorough training of the city's children. At present it has two teachers and 145 scholars.

### GROWTH OF POPULATION.

Twenty full carloads of immigrant outfit have come into Willard within the last year in addition to a large number of partial shipments. Many homeseekers are flocking here by wagon over the surrounding roads and trails. Already most of the land in the immediate vicinity of the town is taken up and the filling of claims is ever on the increase. Under this influx reinforcements already bring from \$150 to \$2,500 according to location and value of improvements and one farm in the neighborhood recently brought \$4,000. Many of the settlers bring with them their own stock which is noticeable for its fine quality in many cases. Farm implements and machinery are also beginning to

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